



WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 320380

Schedule Dates 09/07/12-09/27/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 907916 GOV (132169)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/907916
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 09/27/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221183
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,309.25
Net Total \$47,085.75
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Sep. 2012	73	\$55,395.00
Grand Total:	73	\$55,395.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	09/07/12-09/14/12	6	:30	10P- 11P (EST)						1			2	\$2,500.00	\$5,000.00	Charlotte (WSOC)	20/20	9/4/12
2.1	Normal Line / Spot	09/07/12-09/07/12	6	:30	12P- 1P (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/4/12
3.3	Normal Line / Spot	09/07/12-09/14/12	6	:30	4P- 5P (EST)						1			2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	9/4/12
4.1	Normal Line / Spot	09/07/12-09/07/12	6	:30	6P- 6:30P (EST)						1			1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/4/12
5.2	Normal Line / Spot	09/07/12-09/14/12	6	:30	6A- 6:30A (EST)						1			2	\$750.00	\$1,500.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
6.1	Normal Line / Spot	09/07/12-09/07/12	6	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/4/12
7.1	Normal Line / Spot	09/10/12-09/10/12	6	:30	12P- 1P (EST)		1							1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/4/12
8.2	Normal Line / Spot	09/10/12-09/10/12	6	:30	4P- 5P (EST)		1							1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	9/4/12
9.1	Normal Line / Spot	09/10/12-09/10/12	6	:30	6P- 6:30P (EST)		1							1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/4/12
10.2	Normal Line / Spot	09/10/12-09/10/12	6	:30	6A- 7A (EST)		1							1	\$750.00	\$750.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
11.2	Normal Line / Spot	09/09/12-09/09/12	6	:30	6P- 6:30P (EST)							1		1	\$925.00	\$925.00	Charlotte (WSOC)	6P NEWS SUNDAY	9/4/12
12.2	Normal Line / Spot	09/13/12-09/13/12	6	:30	11:35P- 12:05A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	9/4/12
13.1	Normal Line / Spot	09/13/12-09/13/12	6	:30	12P- 1P (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/4/12
14.2	Normal Line / Spot	09/13/12-09/13/12	6	:30	4P- 5P (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	9/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 320380

Schedule Dates 09/07/12-09/27/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 907916 GOV (132169)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/907916
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 09/27/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221183
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,309.25
Net Total \$47,085.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 73
Rate \$55,395.00
\$55,395.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.1	Normal Line / Spot	09/13/12-09/13/12	6	:30	6P- 6:30P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/4/12
16.1	Normal Line / Spot	09/13/12-09/13/12	6	:30	7A- 8A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/4/12
17.1	Cancelled Line / Spot	09/11/12-09/11/12	4	:30	11:35P- 12:05A (EST)			1						1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	9/4/12
18.1	Cancelled Line / Spot	09/11/12-09/11/12	3	:30	4P- 5P (EST)			1						1	\$750.00	\$750.00	Charlotte (WSOC)	DR OZ	9/4/12
19.0	Cancelled Line / Spot	09/11/12-09/11/12	3	:30	7A- 8A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	9/4/12
20.1	Normal Line / Spot	09/12/12-09/12/12	6	:30	12P- 1P (EST)				1					1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/4/12
21.2	Normal Line / Spot	09/12/12-09/12/12	6	:30	4P- 5P (EST)				1					1	\$600.00	\$600.00	Charlotte (WSOC)	DR OZ	9/4/12
22.2	Normal Line / Spot	09/12/12-09/12/12	6	:30	6A- 6:30A (EST)				1					1	\$750.00	\$750.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
23.2	Normal Line / Spot	09/14/12-09/14/12	6	:30	10A- 11A (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	CHEW	9/4/12
24.3	Normal Line / Spot	09/14/12-09/14/12	6	:30	1P- 2P (EST)					1				1	\$265.00	\$265.00	Charlotte (WSOC)		9/4/12
25.2	Normal Line / Spot	09/14/12-09/14/12	6	:30	5:30A- 6A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)		9/4/12
26.1	Normal Line / Spot	09/14/12-09/14/12	6	:30	6P- 6:30P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/4/12
27.2	Normal Line / Spot	09/14/12-09/14/12	6	:30	6A- 7A (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
28.1	Normal Line / Spot	09/14/12-09/14/12	6	:30	7A- 8A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/4/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 320380

Schedule Dates	09/07/12-09/27/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	09/27/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	907916 GOV (132169)	Headline #	06221183
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/907916	Commission	\$8,309.25
Account Types	National/Political	Net Total	\$47,085.75
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	73	\$55,395.00
Grand Total:	73	\$55,395.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.2	Normal Line / Spot	09/10/12-09/10/12	6	:30	11:35P- 12:05A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	9/4/12
30.2	Normal Line / Spot	09/10/12-09/10/12	6	:30	5:30A- 6A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)		9/4/12
31.2	Normal Line / Spot	09/10/12-09/10/12	6	:30	7A- 8A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/4/12
32.2	Normal Line / Spot	09/15/12-09/15/12	6	:30	11:30P- 12:05A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		9/4/12
33.2	Normal Line / Spot	09/16/12-09/16/12	6	:30	11P- 11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		9/4/12
34.2	Normal Line / Spot	09/13/12-09/13/12	6	:30	10A- 11A (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)		9/4/12
35.2	Normal Line / Spot	09/13/12-09/13/12	6	:30	5:30A- 6A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
36.2	Normal Line / Spot	09/13/12-09/13/12	6	:30	6A- 6:30A (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)		9/4/12
37.1	Cancelled Line / Spot	09/11/12-09/11/12	4	:30	10A- 11A (EST)			1						1	\$350.00	\$350.00	Charlotte (WSOC)		9/4/12
38.0	Cancelled Line / Spot	09/11/12-09/11/12	4	:30	6P- 6:30P (EST)			1						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	9/4/12
39.1	Cancelled Line / Spot	09/11/12-09/11/12	3	:30	6A- 7A (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
40.2	Normal Line / Spot	09/12/12-09/12/12	6	:30	11:35P- 12:05A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	9/4/12
41.2	Normal Line / Spot	09/12/12-09/12/12	6	:30	5:30A- 6A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)		9/4/12
42.1	Normal Line / Spot	09/12/12-09/12/12	6	:30	6P- 6:30P (EST)									1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 320380
Schedule Dates 09/07/12-09/27/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 907916 GOV (132169)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/907916
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 09/27/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221183
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,309.25
Net Total \$47,085.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 73
Rate \$55,395.00
\$55,395.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.1	Normal Line / Spot	09/12/12-09/12/12	6	:30	7A- 8A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/4/12
44.1	Cancelled Line / Spot	09/15/12-09/15/12	6	:30	12P- 12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)	NN	9/4/12
45.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	6:30A- 7A (EST)							1		1	\$750.00	\$750.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
46.0	Normal Line / Spot	09/10/12-09/14/12	6	:30	6:30A- 7A (EST)		1		1	1	1			4	\$750.00	\$3,000.00	Charlotte (WSOC)	NEWS DAYBREAK	9/4/12
47.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	8A- 9A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)	GMA	9/4/12
48.0	Normal Line / Spot	09/10/12-09/14/12	6	:30	8A- 9A (EST)		1		1	1	1			4	\$600.00	\$2,400.00	Charlotte (WSOC)	GMA	9/4/12
49.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	5P- 5:30P (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	6P NEWS	9/4/12
50.0	Normal Line / Spot	09/10/12-09/14/12	6	:30	5P- 5:30P (EST)		1		1	1	1			4	\$700.00	\$2,800.00	Charlotte (WSOC)	6P NEWS	9/4/12
51.0	Normal Line / Spot	09/10/12-09/14/12	6	:30	5:30P- 6P (EST)				1	1	1			4	\$750.00	\$3,000.00	Charlotte (WSOC)	6P NEWS	9/4/12
52.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	5:30P- 6P (EST)		1					1		1	\$750.00	\$750.00	Charlotte (WSOC)	6P NEWS	9/4/12
53.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	11P- 11:35P (EST)							1		1	\$750.00	\$750.00	Charlotte (WSOC)	6P NEWS	9/4/12
54.0	Normal Line / Spot	09/10/12-09/14/12	6	:30	11P- 11:35P (EST)		1		1	1	1			4	\$750.00	\$3,000.00	Charlotte (WSOC)	6P NEWS	9/4/12
55.0	Normal Line / Spot	09/10/12-09/12/12	6	:30	12P- 1P (EST)		3	X	X					3	\$245.00	\$735.00	Charlotte (WSOC)	6P NEWS	9/4/12
56.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	6A- 7A (EST)		1					X		1	\$225.00	\$225.00	Charlotte (WSOC)		9/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 320380
Schedule Dates 09/07/12-09/27/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 907916 GOV (132169)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/907916
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 09/27/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221183
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,309.25
Net Total \$47,085.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 73
Rate \$55,395.00
\$55,395.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
57.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	7A- 8A (EST)	1						X		1	\$225.00	\$225.00	Charlotte (WSOC)		9/4/12
58.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	8A- 9A (EST)	1						X		1	\$400.00	\$400.00	Charlotte (WSOC)		9/4/12
59.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	8P- 9P (EST)	1				X				1	\$2,325.00	\$2,325.00	Charlotte (WSOC)		9/12/12
60.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	8P- 10P (EST)	1	X										Charlotte (WSOC)		9/21/12
60.0.1	Closed Preempt	09/24/12															Charlotte (WSOC)	No Avail/Exception -	
61.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	9P- 10P (EST)	1				X				1	\$6,500.00	\$6,500.00	Charlotte (WSOC)		9/25/12
62.0	Cancelled Line / Spot	09/28/12-09/28/12	2	:30	8P- 9P (EST)	1					X			1	\$2,425.00	\$2,425.00	Charlotte (WSOC)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.